FORM D



UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

FORM D

NOTICE OF SALE OF SECURITIES PURSUANT TO REGULATION D, **SECTION 4(6), AND/OR**

UNIFORM LIMITED OFFERING EXEMPTION

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١	OMB APPI	ROVAL				
	OMB Number:	3235-0076				
	Expires:	April 30, 2008				
	Estimated average burden					
	hours per respo	nse16.00				

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Name of Offering (check if this is an amendment and name has changed, and indicate change.)	PECEIVED TO
The Royal & Sun Alliance 2006 Long-Term Incentive Plan	FIGURE
Filing Under (Check box(es) that apply): Rule 504 Rule 505 Rule 506 Section 4(6)	OCT A
Type of Filing:	OCT 0 4 2006
A. BASIC IDENTIFICATION DATA	
Enter the information requested about the issuer	213
Name of Issuer (check if this is an amendment and name has changed, and indicate change.)	
Royal & Sun Alliance Insurance Group plc	Telephone Number (Including Area Code)
Address of Executive Offices (Number and Street, City, State, Zip Code)	
One Plantation Place, 9th Floor, 30 Fenchurch St., London EC3M 3BD, United Kingdom	011-44-20-7111-7000
Address of Principal Business Operations (Number and Street, City, State, Zip Code)	Telephone Number (Including Area Code)
(if different from Executive Offices)	
(11 41111111111111111111111111111111111	
Brief Description of Business	
Transaction of insurance business and the provision of related financial services.	
Type of Business Organization	PHUUESSED
— I limited partnership already formed Ullici (please specify):
business trust limited partnership, to be formed	OCT 4 c sone
	ULII
Month Year	mated TUODOON
Invisdiction of Incorporation or Organization: (Enter two-letter U.S. Postal Service appreviation for State	CIAIAA CAAA
CN for Canada; FN for other foreign jurisdiction)	en funancial

GENERAL INSTRUCTIONS

Who Must File: All issuers making an offering of securities in reliance on an exemption under Regulation D or Section 4(6), 17 CFR 230.501 et seq. or 15 U.S.C. 77d(6).

When To File: A notice must be filed no later than 15 days after the first sale of securities in the offering. A notice is deemed filed with the U.S. Securities and Exchange Commission (SEC) on the earlier of the date it is received by the SEC at the address given below or, if received at that address after the date on which it is due, on the date it was mailed by United States registered or certified mail to that address.

Where To File: U.S. Securities and Exchange Commission, 450 Fifth Street, N.W., Washington, D.C. 20549.

Copies Required: Five (5) copies of this notice must be filed with the SEC, one of which must be manually signed. Any copies not manually signed must be photocopies of the manually signed copy or bear typed or printed signatures.

Information Required: A new filing must contain all information requested. Amendments need only report the name of the issuer and offering, any changes thereto, the information requested in Part C, and any material changes from the information previously supplied in Parts A and B. Part E and the Appendix need not be filed with the SEC.

Filing Fee: There is no federal filing fee.

This notice shall be used to indicate reliance on the Uniform Limited Offering Exemption (ULOE) for sales of securities in those states that have adopted ULOE and that have adopted this form. Issuers relying on ULOE must file a separate notice with the Securities Administrator in each state where sales are to be, or have been made. If a state requires the payment of a fee as a precondition to the claim for the exemption, a fee in the proper amount shall accompany this form. This notice shall be filed in the appropriate states in accordance with state law. The Appendix to the notice constitutes a part of this notice and must be completed.

ATTENTION-

Failure to file notice in the appropriate states will not result in a loss of the federal exemption. Conversely, failure to file the appropriate federal notice will not result in a loss of an available state exemption unless such exemption is predictated on the filing of a federal notice.

> Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

		A. BASIC IDE	NTIFICATION DATA		
Each beneficial ownEach executive office	ne issuer, if the issuer her having the powe cer and director of	uer has been organized wi er to vote or dispose, or dir	ithin the past five years; ect the vote or disposition of corporate general and man	of, 10% or more of aging partners of p	a class of equity securities of the iss partnership issuers; and
Check Box(es) that Apply:	Promoter	Beneficial Owner	Executive Officer	✓ Director	General and/or Managing Partner
Full Name (Last name first, if Napier, John	f individual)				
Business or Residence Addres c/o Royal & Sun Alliance l	ss (Number and	Street, City, State, Zip Co	ode) th Fl., 30 Fenchurch St.,	London EC3M 3E	BD, UK
Check Box(es) that Apply:	Promoter	Beneficial Owner	Executive Officer	✓ Director	General and/or Managing Partner
Full Name (Last name first, in Haste, Andy	f individual)				
Business or Residence Addre c/o Royal & Sun Alliance l	ss (Number and Insurance Group r	Street, City, State, Zip Coole, 1 Plantation Place, 9	ode) th Fl., 30 Fenchurch St.,	London EC3M 3I	BD, UK
Check Box(es) that Apply:	Promoter	Beneficial Owner	Executive Officer	✓ Director	General and/or Managing Partner
Full Name (Last name first, i	f individual)				
Rusiness or Residence Addre	ess (Number and	Street, City, State, Zip C	ode)	London FC3M 3	BRD UK
c/o Royal & Sun Alliance Check Box(es) that Apply:	Insurance Group Promoter	Beneficial Owner	Executive Officer	Director	General and/or Managing Partner
Full Name (Last name first, Harwerth, Noel					
Business or Residence Addre c/o Royal & Sun Alliance	ess (Number and	Street, City, State, Zip C	Code) 9th Fl., 30 Fenchurch St.	, London EC3M 3	BBD, UK
Check Box(es) that Apply:	Promoter	Beneficial Owner			General and/or Managing Partner
Full Name (Last name first, Lea, Edward	if individual)				
Business or Residence Addr c/o Royal & Sun Alliance	ess (Number and	Street, City, State, Zip Cople, 1 Plantation Place,	Code) 9th Fl., 30 Fenchurch St.	, London EC3M	3BD, UK
Check Box(es) that Apply:	Promoter	Beneficial Owner			General and/or Managing Partner
Full Name (Last name first, Le May, Malcolm	if individual)				
Business or Residence Addr	ress (Number and	d Street, City, State, Zip (Code) Oth Fl. 30 Fenchurch St	London FC3M 3	BBD. UK
c/o Royal & Sun Alliance Check Box(es) that Apply:	Promoter	Beneficial Owner			General and/or Managing Partner
Full Name (Last name first, Maxwell, John	if individual)				
Business or Residence Add		d Street, City, State, Zip	Code) 9th Fl., 30 Fenchurch St	., London EC3M	3BD, UK

		A, BASIC	IDENTIF	ICATION DATA				
. Enter the information req	uested for the foll	owing:						
Each promoter of the	issuer, if the issu	uer has been organize	ed within t	he past five years;				
Each beneficial owner	r having the power	er to vote or dispose, o	or direct the	vote or disposition	of, 10%	6 or more of	f a clas	s of equity securities of the issue
Each executive offic	er and director of	corporate issuers an	d of corpor	ate general and mar	naging	partners of	partne	rship issuers; and
		f partnership issuers.						
			nor [7]	Executive Officer	7	Director	П	General and/or
Check Box(es) that Apply:	Promoter	Beneficial Ow	ner 🔽	Executive Officer		2	ال	Managing Partner
Full Name (Last name first, if Paige, David								
Business or Residence Addres c/o Royal & Sun Alliance In	s (Number and	Street, City, State, Z	ip Code) e. 9th Fl	30 Fenchurch St., I	Londor	i EC3M 3E	3D, UI	K
% Royal & Sun Amance in				Executive Officer		Director		General and/or
Check Box(es) that Apply:	Promoter	Beneficial Ow	ner 🔽	Executive Officer	M ∠	Director	ш	Managing Partner
Full Name (Last name first, if	individual)							
McIntyre, Bridget		,						
Business or Residence Addres	s (Number and	Street, City, State, Z	ip Code)					_
c/o Royal & Sun Alliance Ir	surance Group p	lc, 1 Plantation Plac	e, 9th Fl.,	30 Fenchurch St., I	London	EC3M 3E	BD, UK	<u> </u>
Check Box(es) that Apply:	Promoter	Beneficial Ov		Executive Officer		Director		General and/or Managing Partner
Full Name (Last name first, it	f individual)			.				
, un / unit (= unit)								
Business or Residence Addre	ss (Number and	Street, City, State, 2	Zip Code)					
Check Box(es) that Apply:	Promoter	Beneficial Ov	wner [Executive Officer		Director		General and/or Managing Partner
Full Name (Last name first, i	f individual)						-1	
Business or Residence Addre	ss (Number and	Street, City, State, 2	Zip Code)					
Check Box(es) that Apply:	Promoter	Beneficial O	wner	Executive Office	r 🗌	Director		General and/or Managing Partner
Full Name (Last name first,	f individual)							
Business or Residence Addre	ess (Number and	d Street, City, State,	Zip Code)					
Check Box(es) that Apply:	Promoter	Beneficial O	wner [Executive Office	er	Director	Γ	General and/or Managing Partner
Full Name (Last name first,	if individual)						4.	
Business or Residence Addr	ess (Number an	d Street, City, State,	Zip Code)					
Check Box(es) that Apply:	Promoter	Beneficial C)wner	Executive Office	er [Director		General and/or Managing Partner
Full Name (Last name first,	if individual)							
Business or Residence Addi	ess (Number ar	nd Street, City, State,	Zip Code)					
	(Use b	olank sheet, or copy a	ind use add	litional copies of thi	is sheet	, as necessa	агу)	

	B. INFORMATION ABOUT OFFERING												
1	Has the issuer sold, or does the issuer intend to sell, to non-accredited investors in this offering?								Yes	No			
1.	Answer also in Appendix, Column 2, if filing under ULOE.										W		
2.	What is	the minim	um investm									\$	0
												Yes	No
3.			ermit joint										Ø
4.	commis If a pers or states a broker	sion or simi on to be list s, list the na r or dealer,	ion requested it ar remuner ted is an assume of the brown may se	ration for so ociated per roker or de et forth the	olicitation rson or age aler. If mo	of purchase nt of a brokere re than five	rs in conne er or dealer (5) person	ction with registered s to be list	sales of sec with the S ed are asso	urities in th EC and/or	ie offering. with a state		
Ful		Last name	first, if indi	vidual)									
		Residence	Address (N	umber and	Street, Ci	ty, State, Z	ip Code)	·					
											.4.4.		
Na	me of As:	sociated Br	oker or Dea	aler									
Sta			Listed Has										100
	(Check	"All States	" or check	individual	States)							☐ Al	l States
	AL IL MT RI	AK IN NE SC	IA NV SD	AR KS NH TN	CA KY NJ TX	CO LA NM UT	ME NY VT	MD NC VA	MA ND WA	FL MI OH WV	GA MN OK WI	MS OR WY	MO PA PR
Fu	ll Name (Last name	first, if ind	ividual)	··· -								
Bu	isiness oi	Residence	Address (1	Number an	d Street, C	City, State, 2	Zip Code)						
Na	ame of As	sociated B	roker or De	aler									
Sta			Listed Ha						.,, .,,				
	(Check	"All State:	s" or check	individual	States)		•••••					Al	ll States
	AL IL MT RI	AK IN NE SC	IA NV SD	AR KS NH TN	CA KY NJ TX	CO LA NM UT	ME NY VT	MD NC VA	MA ND WA	FL MI OH WV	GA MN OK WI	HI MS OR WY	MO PA PR
Fu	ıll Name (Last name	first, if ind	ividual)							- 11		
Bı	usiness o	r Residence	e Address (Number an	nd Street, C	City, State,	Zip Code)	was.					
N	ame of As	sociated B	roker or De	aler		<u></u>	,	***					
St	ates in W	hich Person	n Listed Ha	s Solicited	or Intend	s to Solicit	Purchasers				. # -		
			s" or check									□ A	ll States
	AL IL MT	AK IN NE SC	AZ IA NV SD	AR KS NH TN	CA KY NJ TX	CO LA NM UT	CT ME NY VT	DE MD NC VA	DC MA ND WA	FL MI OH WV	GA MN OK WI	HI MS OR WY	ID MO PA PR

(Use blank sheet, or copy and use additional copies of this sheet, as necessary.)

C. OFFERING PRICE, NUMBER OF INVESTORS, EXPENSES AND USE OF PROCEEDS

1.	Enter the aggregate offering price of securities included in this offering and the total amount already sold. Enter "0" if the answer is "none" or "zero." If the transaction is an exchange offering, check this box \square and indicate in the columns below the amounts of the securities offered for exchange and already exchanged.			
	Type of Security	Aggregate Offering Pric	e	Amount Already Sold
	Debt	S		\$
	Equity	S	_	
	Convertible Securities (including warrants)	£ 60,354		§ 60,354
	Partnership Interests			
	Other (Specify)			
	Total		_	\$ 60,354
	Answer also in Appendix, Column 3, if filing under ULOE.			
2.	Enter the number of accredited and non-accredited investors who have purchased securities in this offering and the aggregate dollar amounts of their purchases. For offerings under Rule 504, indicate the number of persons who have purchased securities and the aggregate dollar amount of their purchases on the total lines. Enter "0" if answer is "none" or "zero."			Aggregata
		Number Investors		Aggregate Dollar Amount of Purchases
	Accredited Investors	1	_	\$ <u>60,354</u>
	Non-accredited Investors			\$
	Total (for filings under Rule 504 only)			\$
	Answer also in Appendix, Column 4, if filing under ULOE.			
3.	If this filing is for an offering under Rule 504 or 505, enter the information requested for all securities sold by the issuer, to date, in offerings of the types indicated, in the twelve (12) months prior to the first sale of securities in this offering. Classify securities by type listed in Part C — Question 1.			
		Type of		Dollar Amount
	Type of Offering	Security		Sold
	Rule 505		_	\$
	Regulation A		_	\$
	Rule 504		_	\$
	Total		_	\$
4	a. Furnish a statement of all expenses in connection with the issuance and distribution of the securities in this offering. Exclude amounts relating solely to organization expenses of the insurer. The information may be given as subject to future contingencies. If the amount of an expenditure is not known, furnish an estimate and check the box to the left of the estimate.			
	Transfer Agent's Fees			\$
	Printing and Engraving Costs	•••••		\$
	Legal Fees		7	\$_2,000
	Accounting Fees		\Box	\$
	Engineering Fees			\$
	Sales Commissions (specify finders' fees separately)			\$
	Other Expenses (identify)			\$
	Total			\$ 2,000

	C. OFFERING PRICE, NUM	IBER OF INVESTORS, EXPENSES AND USE OF I	PROCEEDS	
	and total expenses furnished in response to Part C -	ering price given in response to Part C — Question 1 – Question 4.a. This difference is the "adjusted gross		\$ <u>58,354</u>
5.	each of the purposes shown. If the amount for a	roceed to the issuer used or proposed to be used for iny purpose is not known, furnish an estimate and of the payments listed must equal the adjusted gross rt C — Question 4.b above.		
			Payments to Officers, Directors, & Affiliates	Payments to Others
	Salaries and fees		 \$	
	Purchase of real estate		\$	
	Purchase, rental or leasing and installation of ma and equipment	nchinery	\$. 🗆 \$
	Construction or leasing of plant buildings and fa	cilities	\$. 🗆 \$
	Acquisition of other businesses (including the va offering that may be used in exchange for the assister pursuant to a merger)		п¢	
			\$. 🗆 \$
	Column Totals		 \$	\$_58,354
	Total Payments Listed (column totals added)	·	∡ \$ <u>5</u>	8,354
		D. FEDERAL SIGNATURE		The state of the s
sig	issuer has duly caused this notice to be signed by the lature constitutes an undertaking by the issuer to furnished by the issuer to any non-accordance.	urnish to the U.S. Securities and Exchange Commis	ssion, upon writte	
Iss	er (Print or Type)	Signature	Date ~	
	Royal & Sun Alliance Insurance Group plc	MRCS.	August 28, 20	06
Na	ne of Signer (Print or Type)	Title of Signer (Print or Type)		
	Mark Chambers	General Counsel and Group Company Secretary		

- ATTENTION ----

Intentional misstatements or omissions of fact constitute federal criminal violations. (See 18 U.S.C. 1001.)

		E. STATE SIGNATURE							
1.		2 presently subject to any of the disquali							
		See Appendix, Column 5, for state respo	nse.						
2.	The undersigned issuer hereby undertakes to furnish to any state administrator of any state in which this notice is filed a notice on Form D (17 CFR 239.500) at such times as required by state law.								
3.	The undersigned issuer hereby undertakes to furnish to the state administrators, upon written request, information furnished by the issuer to offerees.								
4.	limited Offering Exemption (ULOE) of t		nat must be satisfied to be entitled to the Understands that the issuer claiming the avail atisfied.						
	uer has read this notification and knows the outhorized person.	contents to be true and has duly caused this	notice to be signed on its behalf by the under	signed					
,	Print or Type)	Signature	Date >>						
Royal	& Sun Alliance Insurance Group plc	m rco.	August 2006						
Name (Print or Type)	Title (Print or Type)							

General Counsel and Group Company Secretary

Instruction:

Mark Chambers

Print the name and title of the signing representative under his signature for the state portion of this form. One copy of every notice on Form D must be manually signed. Any copies not manually signed must be photocopies of the manually signed copy or bear typed or printed signatures.

APPENDIX 4 3 2 1 Disqualification under State ULOE Type of security (if yes, attach and aggregate Intend to sell explanation of Type of investor and offering price to non-accredited waiver granted) amount purchased in State investors in State offered in state (Part E-Item 1) (Part C-Item 2) (Part C-Item 1) (Part B-Item 1) Number of Number of Ordinary Shares (UK equivalent to voting common stock) Non-Accredited Accredited Yes No Investors Amount **Investors** Amount State Yes No AL ΑK ΑZ AR CACO CTDE DC ✓ N/A 0 \$60,354 \$60,354 FLGA НІ ID ILIN IA KS KY LA ME MD MA MI MN MS

APPENDIX 1 2 3 4 5 Disqualification Type of security under State ULOE Intend to sell and aggregate (if yes, attach to non-accredited offering price Type of investor and explanation of investors in State offered in state amount purchased in State waiver granted) (Part B-Item 1) (Part C-Item 1) (Part C-Item 2) (Part E-Item 1) Number of Number of **Ordinary Shares** (UK equivalent to Accredited Non-Accredited voting common stock) State Yes No Investors **Amount Investors** Yes No Amount MO MT NE NVNH NJ NM NY NC ND OH OK OR PA RI SC SD TN TXUT VT VAWAWVWI

	APPENDIX											
1		2	3		4							
	to non-a	to sell accredited s in State a-Item 1)	Type of security and aggregate offering price offered in state (Part C-Item 1)	Type of investor and amount purchased in State (Part C-Item 2)				Type of investor and expanded amount purchased in State wa		Type of investor and explar amount purchased in State under State under State		lification ate ULOE , attach ation of granted) -Item 1)
State	Yes	No		Number of Accredited Investors	Amount	Number of Non-Accredited Investors	Amount	Yes	No			
WY	-											
PR												

Form U-2 Uniform Consent to Service of Process

KNOW ALL MEN BY THESE PRESENTS:

That the undersigned Royal and Sun Alliance Insurance Group plc, a corporation organized under the laws of England and Wales, for purposes of complying with the laws of the States indicated hereunder relating to either the registration or sale of securities, hereby irrevocably appoints the officers of the States so designated hereunder and their successors in such offices, its attorney in those States so designated upon whom may be served any notice, process or pleading in any action or proceeding against it arising out of, or in connection with, the sale of securities or out of violation of the aforesaid laws of the States so designated; and the undersigned does hereby consent that any such action or proceeding against it may be commenced in any court of competent jurisdiction and proper venue within the States so designated hereunder by service of process upon the officers so designated with the same effect as if the undersigned was organized or created under the laws of that State and have been served lawfully with process in that State.

It is requested that a copy of any notice, process or pleading served hereunder be mailed to:

Mark Chambers
General Counsel & Group Company Secretary
Royal & Sun Alliance Insurance Group plc
9th Floor, One Plantation Place
30 Fenchurch Street
London
EC3M 3BD
United Kingdom

Place an "X" before the names of all the States for which the person executing this form is appointing the designated Officer of each State as its attorney in that State for receipt of service of process:

AL	Secretary of State	_X_FL	Dept. of Banking and Finance
AK	Administrator of the Division of Banking and Corporations, Department of Commerce and Economic Development	GA	Commissioner of Securities
AZ	The Corporation Commission	GUAM	Administrator, Department of Finance
AR	The Securities Commissioner	HI	Commissioner of Securities
CA	Commissioner of Corporations	ID	Director, Department of Finance
co	Securities Commissioner	IL	Secretary of State
CT	Banking Commissioner	IN	Secretary of State
DE	Securities Commissioner	IA	Commissioner of Insurance
DC	Dept. of Insurance & Securities Regulation	KS	Secretary of State
KY	Director, Division of Securities	ОН	Secretary of State

LA	Commissioner of Securities	OR	Director, Department of Insurance and Finance
ME	Administrator, Securities Division	OK	Securities Administrator
MD	Commissioner of the Division of Securities	PA	Pennsylvania does not require filing of a Consent to Service of Process
MA	Secretary of State	PR	Commissioner of Financial Institutions
MI	Commissioner, Office of Financial and Insurance Services	RI	Director of Business Regulation
MN	Commissioner of Commerce	sc	Securities Commissioner
MS	Secretary of State	SD	Director of the Division of Securities
MO	Securities Commissioner	TN	Commissioner of Commerce and Insurance
MT	State Auditor and Commissioner of Insurance	TX	Securities Commissioner
NE	Director of Banking and Finance	UT	Director, Division of Securities
NV	Secretary of State	VT	Commissioner of Banking, Insurance, Securities & Health Administration
NH	Secretary of State	VA	Clerk, State Corporation Commission
NJ	Chief, Securities Bureau	WA	Director of the Department of Licensing
NM	Director, Securities Division	wv	Commissioner of Securities
NY	Secretary of State	wi	Department of Financial Institutions, Division of Securities
NC	Secretary of State	WY	Secretary of State
ND	Securities Commissioner		

IN WITNESS WHEREOF I have hereunto set my hand and official seal

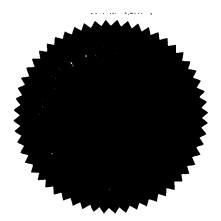
Notary Public of City of

PICHARD GRAHAM ROSSER

My Commission is for Life NOTARY PUBLIC, LONDON

My commission expires with life





himself as an officer.